



China Market Profile

This summary provides the most up-to-date data available on China as it relates to their people and economy, travel related motivations and planning behavior and Chinese visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

1.37 billion

INFLATION RATE:

2.0%

EXCHANGE RATES (RMB PER USD):

6.1

GROSS DOMESTIC PRODUCT (GDP):

\$17.6 trillion (7.4% annual growth rate)

EXPORTS:

\$2.34 trillion

UNEMPLOYMENT RATE:

4.1%

Source:
The World Fact Book, reporting 2014 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

73% Ecotourism & Nature

67% Cultural Historical Attractions

61% Beaches/Seaside Attractions



Source used in Destination Selection for Last Leisure Trip

64% Websites via computer or laptop

55% Recommendation from family & friends

47% Advice from travel professionals/travel agents

42% Websites/applications via tablet



Advance Decision Time

39% Less than a month

33% 1 to 2 months

21% 3 to 5 months

6% 6 to 12 months

1% More than 1 year



Lodging Reservation made before leaving home

70% Yes

43% Internet Booking Service*

10% Travel Agency/Tour Operator/Travel Club

14% The Lodging Establishment Directly

11% Other

30% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

37% Internet Booking Service*

33% Directly with Airline

27% Travel Agency/Tour Operator/Travel Club

13% Corporate Travel Department

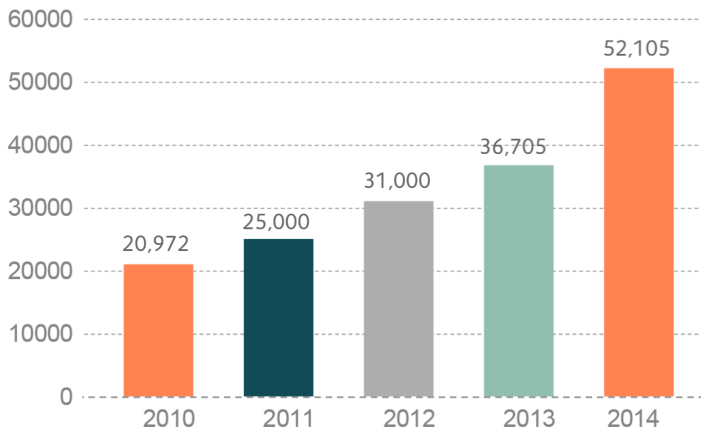
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2012-14 aggregate data

CHINESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

38.2

Average Age

\$85,806

Average Household Income

1.9 persons

Average Party Size



Length of Stay

13.6

Nights in Arizona

46.4

Nights in U.S.



Port of Entry

39% Los Angeles, CA

25% San Francisco, CA

14% Seattle, WA

6% New York, NY

4% Chicago, IL



Main Purpose of Trip

78% Leisure

39% Vacation Holiday

28% Visit Friends/Relatives

9% Education

22% Business

15% General Business

7% Convention/Conference/Trade Show



Transportation in U.S.

56% Rented Auto

51% Air Travel between U.S. cities

36% Auto, private or company

23% City Subway/Tram/Bus

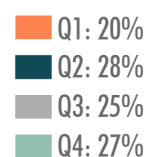
15% Taxicab/Limousine



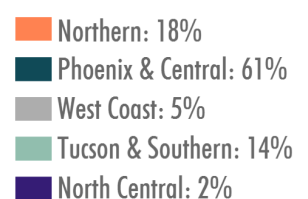
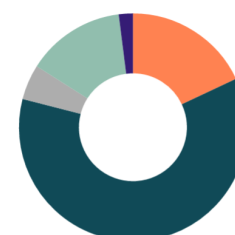
Visa Credit Card Travel Spending

Chinese Visa Card Spending ranked #4 in 2014 with 3% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Accommodations*

69% Hotel/Motel

23% Private Home

8% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2014 data

VisaVUE Travel, reporting 2014 data

U.S. Dept. of Commerce - NTTO, reporting 2012-14 aggregate data